

## Food Hero website and campaign will show you how to boost fruits, vegetables in your diet

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Cabbage, a fine, inexpensive addition to a healthy diet.

Hey, you hungry web browsers, check out [foodhero.org](http://foodhero.org).

The helpful, healthful folks at **Oregon State University Extension** want their recently updated website and Food Hero social marketing campaign to "become the **WebMD** of healthy eating," says Lauren Tobey, OSU nutrition specialist.

The campaign aims to help parents who use the Internet and have kids under age 18 living at homes learn how easy it is to incorporate more fruits and vegetables into their diets.

The website simmers with recipes, tips and tools on how to prepare inexpensive, simple, fast and healthy meals. Plus, it's in English and Spanish.

Food Hero was conceived in 2009 after OSU surveyed Oregonians eligible for the **Supplemental Nutrition Assistance Program** -- food stamps. Although 81 percent of those surveyed said they wanted to serve balanced meals, they tended to not eat recommended amounts of fruits and vegetables. And 47 percent of respondents said wanted to find healthy food information online.

So, Food Hero to the rescue ...

The campaign is funded through the USDA Supplemental Nutrition Assistance Program in partnership with the **U.S. Department of Agriculture, Oregon Department of Human Services** and OSU Extension.

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